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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Steven Freiberg Group Art Unit: 3622
Serial No.: 10/824,935 Examiner: K. H. Le
Filed: April 15, 2004
For: **CREDIT CARD REWARDS
PROGRAM
SYSTEM AND METHOD**

Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

CERTIFICATE OF EXPRESS MAIL UNDER 37 CFR 1.10

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Aaron S. Haleva
Aaron S. Haleva, Reg. No. 44,733

[Signature]
Signature

INTERVIEW SUMMARY, AMENDMENT AND RESPONSE TO FINAL OFFICE ACTION

Sir:

This is in response to the Final Office Action mailed June 10, 2009 in the above-identified patent application (the "Final Office Action"), and is being submitted with a Request For Continued Examination. This Amendment and Response is being submitted within the third month after the three month shortened statutory period set for reply in the Office Action. Accordingly, please charge Deposit Account No. 50-0540 in the amount of \$1,110.00 to cover the fee for a three-month extension (large entity) extending the period for response to the Final Office Action to December 10, 2009. Accordingly this Response is timely submitted.

12/15/2009 SDLEH083 00000020 500540 10024935
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AMENDMENTS

Please amend the application, without prejudice, as follows.

Listing of Claims/Amendments to the Claims begin on page 3 of this Response.

Interview Summary begins on page 17 of this Response.

Remarks begin on page 18 of this Response.